

DDA Registry
86-0217

DDA Subject

DDA REGISTRY
FILE: 45-1

ROUTING AND TRANSMITTAL SLIP

Date
16 JAN 1986

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. D/OTE		
2.		
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4. C/MPB	MA	1/22
5. C/CBTG RM 426	BAE	1/29

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
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Coordination	Justify	

REMARKS

we don't need this!

STAT

DO NOT use this form as a RECORD of approvals, concurrences, disposals,

	Room No.—Bldg.
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FORM 41 (Rev. 7-76)

* U.S.G.P.O.: 1983-421-529/320

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FPMR (41 CFR) 101-11.206

STAT



Telegram

ICS IPM BD GD BT
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MAKE 1986 A BREAKTHROUGH YEAR FOR YOU AND YOUR PEOPLE....

**COME EXPERIENCE YOUR PERSONAL BREAKTHROUGH TO MORE ENERGY
AND PRODUCTIVITY....**

**BE OUR SPECIAL GUEST AT THIS EXCLUSIVE WASHINGTON DEMONSTRATION
OF BREAKTHROUGH'S REVOLUTIONARY NEW TECHNOLOGY...**

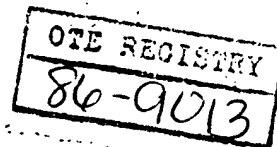
**PROFIT TECHNOLOGY
(212) 809-3500**

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Profit Technology, Inc.
39 Broadway
New York, New York
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PROFIT TECHNOLOGY



THE BREAKTHROUGH EXPERIENCE:

A NEW COST-EFFECTIVE TECHNOLOGY FOR IMPROVING PRODUCTIVITY

THE BUDGET CHALLENGE OF 1986

Federal managers are facing increasing pressures from the public and Congress to provide high quality services at reduced costs. It is, therefore, the challenge of 1986 and beyond to identify and implement new cost-effective training methods to improve organizational productivity throughout the Federal government.

Toward this goal, new training and communications technologies, often developed and proven in the private sector, hold great promise. One such revolutionary new technology is: THE BREAKTHROUGH EXPERIENCE.

A NEW SOLUTION

BREAKTHROUGH is a new multi-image training technology designed for cost-effective large-scale, on-site presentation to audiences of 100 to 1000. It is a state-of-the art rapid training system integrating twenty computer projectors, over 2700 motivational images, eight rear-projection screens -- all specially reinforced by four-channel "superlearning" narration and sound-track music. It is by design a powerful new technology for creating accelerated audience receptivity to learning and "ownership" of your training information.

The general content of BREAKTHROUGH is the fundamental principles of productivity, self-motivation, excellence and teamwork on the job and in personal life -- back to the basics of why doing the best improves oneself. However, the technology of BREAKTHROUGH allows each trainee to immediately own these key messages at his or her level of understanding and relate to them in terms of his or her own ideas, images and goals. Motivation becomes intrinsic.

Through advanced communications technology, BREAKTHROUGH:

1. Opens people's minds to the possibility of new and improved ways of doing things and creates a general sense of well being toward future effort.

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2. Builds a feeling of family, belonging and loyalty.
3. Revitalizes individual pride in achievement through information about one's worth as an individual and one's worth to one's organization.

HOW IT WORKS

BREAKTHROUGH is based on the newest communications technologies including: Multi-Dimensional Communication, Concept Triggering and Video-Reinforced Audio Superlearning Rhythms. It is simple...yet profound.

AUDIO SUPERLEARNING RHYTHMS - Rhythm, breathing, music and positive messages when specially synchronized to the beat of your heart (that is, about 50 - 65 beats per minute) allow you to learn faster and remember better. BREAKTHROUGH is designed rhythmically through specially timed narration and music to quickly increase your relaxation, receptivity and awareness.

VIDEO SUPERLEARNING REINFORCEMENT - BREAKTHROUGH also adds the unique reinforcement of thousands of memorable, positive images keyed to the special audio pacing, speed and rhythm of music and voices.

MULTI-DIMENSIONAL COMMUNICATIONS and CONCEPT TRIGGERING - YOU are the star of BREAKTHROUGH. You will see on the giant multiple screens as many as 20 images at once -- along with simultaneous music, narration and written messages and questions.

Unlike watching TV or a film (where you have to follow one image and one story), BREAKTHROUGH allows your attention to enjoyably and automatically select the images or messages that you already like and that have special meaning for you. BREAKTHROUGH is perceived and valued at the level of individual awareness.

For example, if the story is about sports and exercise, you will see many different positive athletic images and scenes. You will be drawn to the one that has more meaning for you already and is a special, memorable "trigger" of feelings, energy and ideas. Motivation is "intrinsically" stimulated.

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The use of up to 20 simultaneous images produces reinforcement of the message by stimulating the development of neural pathways in the same manner as one develops a habit. (Note: There are absolutely no "subliminal" communications whatsoever in this technology. All messages are clear and plainly visible.)

WHAT IT'S ABOUT

The BREAKTHROUGH rapid learning technology triggers in one the recognition and reinforcement of the following key ideas:

- 1) When I do my best, I feel my best. Caring and excelling lead to self-fulfillment.
- 2) My mind is my most valuable asset. The human mind has tremendous untapped potential.
- 3) The doors are wide open to a better life. There are many ways to develop my own potential now, as follows:
- 4) Following good health practices to improve my mental and physical performance and enjoyment of life. Optimum rest, exercise and nutrition help me be healthier, happier and more effective.
- 5) Taking a daily Mini-Vacation - An easy-to-learn stress-reduction exercise relaxes the body and clears the mind.
- 6) Concentrating - Focusing my attention and better managing my time reduce stress and improve my performance.
- 7) Training my mind to be more creative - A series of simple steps to solve problems and surface innovative ideas within me.
- 8) Working together - Teamwork and united efforts increase my leverage. There is personal and group strength in numbers.

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FLEXIBILITY AND COST-EFFECTIVENESS

As a significant event that sets the stage, energizes and reinforces your new or ongoing programs -- in morale-building; productivity, quality or service improvement; employee orientation; human resource development; industrial relations; team or leadership building, etc. -- BREAKTHROUGH'S flexible technology is quickly and easily customized to powerfully augment your training presentations, cost effectively with sophisticated results:

1) Hundreds of your key images can be integrated, including the real faces and places of your organization and its people, publics and services. It becomes your program!

2) A special audio and visual introduction and conclusion featuring your customized messages, delivered by your key spokespeople if you like, can be added to effectively give you a total communication and training tool with unrivaled impact.

PTI's professional staff is also available with a full array of traditional training materials that easily reinforce the multi-image system in a manner compatible with your current training, development and communications activities.

WHO DEVELOPED BREAKTHROUGH?

BREAKTHROUGH is the brain child of a team of over 110 researchers and scientists who spent five years identifying the key elements of personal and group productivity and developing BREAKTHROUGH's revolutionary Accelerated Learning System for large-scale, rapid delivery. The head of this team was also Technical Director at the Jet Propulsion Laboratory, California Institute of Technology, responsible for the integration of a multi computer complex that controlled the first soft landing on the moon.

INVITATION!

YOU are cordially invited to experience BREAKTHROUGH. It's unique and fun. Learn faster, remember more easily and feel better about your life and work. Make 1986 a BREAKTHROUGH year!

Profit Technology, Inc.
39 Broadway
New York, New York
10006

212/809-3500

PROFIT TECHNOLOGY

BREAKTHROUGH RESPONSE FORM

Attending the BREAKTHROUGH Multi-Image Presentation? Yes _____ No _____

If yes, please complete:

Which Presentation?
Jan. 29 or Jan. 30
at 2 pm at 2 pm

Name: _____

Title: _____

Org.: _____

Tel.: _____

Name: _____

Title: _____

Org.: _____

Tel.: _____

Name: _____

Title: _____

Org.: _____

Tel.: _____

(You are welcome to invite as many of your staff and associates as you wish. Simply add their names etc. to this list.)

If you are unable to attend but would like more information about BREAKTHROUGH, fill in your name above and write: "Info Only".

Please return by January 22 to:

Profit Technology, Inc.
39 Broadway
New York, New York 10006

Thank you.